

# ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of June 27 – July 3, 2016



## TOP PERFORMERS

### Facebook

#### Dog Days of Summer (July 3)

223 reactions, 3 comments, 5 shares



### Twitter

#### Did You Know Tuesday (June 28)

664 impressions, 15 engagements



## HOW DID WE DO?



**1,660 | 186,954**  
New followers | Total fans  
**29,003**  
Total reach



**29**  
New followers  
**3,348**  
Impressions



**35 | 43**  
Repins | Clicks



**3,727**  
Photo views



**28**  
Video views

### ASBP Focal Point monthly newsletter: June edition

Open rate: 19.7% (23.06% industry)

CTR: 11.8% (9.59% industry)

Voluntary subscribers: 976

## WHAT ARE WE UP TO?

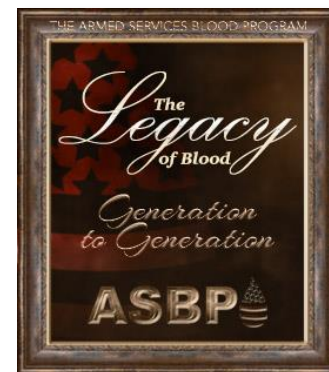
### Military Blood Program from Generation to Generation

This summer, the ASBP celebrates the *Legacy of Blood* from generation-to-generation. "For generations, the ASBP has saved lives of ill or injured service members and their families all over the world," said Navy Capt. Roland Fahie, ASBP director. **Read more:** <http://1.usa.gov/295lmoj>

## NEWSWORTHY CONTENT

### Blood Donors Have Soldier's Gratitude

Ta'tianya Berry is now a healthy, happy 7-year-old due to excellent medical care and the selflessness of blood and platelet donors. The daughter of Army healthcare specialist Staff Sgt. Brittney England was just 5 months old when she was the victim of abuse by the spouse of a child care provider. After a month of hospitalization, multiple transfusions and procedures, Ta'tianya was able to go home. **Read more:** <http://1.usa.gov/294Jj4J>



## KEEP AN EYE OUT FOR ...

- Upcoming article — Class of 2016 Graduates Blood Bank Fellowship Program:** This year, six officers graduated from the ASBP's Blood Bank Fellowship program at the Walter Reed National Military Medical Center in Bethesda, Md. Stay tuned for more.
- Upcoming article — GMU Researchers Developing System to Help Ensure Blood Safety:** Take an inside look at how the ASBP is partnering with educational institutions as a way to explore new technologies. More coming soon.